

Message Text

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PAGE 01 JIDDA 03504 160558Z

16

ACTION COME-00

INFO OCT-01 NEA-10 ADP-00 EB-11 USIA-15 OPIC-12 RSR-01

RSC-01 /051 W

----- 098841

R 151350Z AUG 73

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 4667

INFO AMEMBASSY ABU DHABI

AMEMBASSY BEIRUT

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

UNCLAS JIDDA 3504

KUWAIT PASS DOHA

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJ: PROPOSED FY 1975 EVENT SCHEDULE

REF STATE A-5961 OF 12 JULY 73

REPLIES KEYED TO PARAGRAPHS REPAIR:

2. POTENTIAL SALES OF PRINTING AND GRAPHIC ARTS EQUIPMENT ARE PROBABLY SMALL. BUSINESS EQUIPMENT AND SYSTEMS IS A LARGE AND GROWING MARKET; THUS, A TRADE MISSION IN THIS FIELD MIGHT OBTAIN BETTER RESULTS.

3. CONTINUE TO BELIEVE US POSITION IN CONSTRUCTION EQUIPMENT FIELD MAKES MISSION UNNECESSARY. AGREE WITH STATEMENTS REPAIR, EXCEPT THAT EXPANDING MUNICIPAL SERVICES DOES SUGGEST POTENTIAL MARKET FOR REFUSE TRUCKS. MOST MOBILE CRANES ARE PROPERTY OF FOREIGN CONSTRUCTION FIRMS IN COUNTRY ON CONTRACT (AS IS MOST HEAVY EQUIPMENT), BUT LOCAL FIRMS BEGINNING SHOW INTEREST IN MORE SOPHISTICATED EQUIPMENT AND PROJECTS.

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4. METALWORKING-WOODWORKING COMBINATION SOUNDS GOOD. MARKET

FOR METALWORKING MACHINERY STILL IN INFANT STAGES, BUT HAS
POTENTIAL FOR GROWTH.

5. POST SUGGESTS A COMBINED MISSION COMPRISED OF MATERIALS-
HANDLING EQUIPMENT AND ROAD CONSTRUCTION AND MAINTENANCE
EQUIPMENT. SAUDI ARABIA HAS EMBARKED ON LARGE PROGRAM OF
HIGHWAY CONSTRUCTION AND URBAN STREET CONSTRUCTION AND DEMAND
FOR EQUIPMENT IN THIS FIELD LIKELY CONTINUE FOR LONG PERIOD.
THACHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973JIDDA03504
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730837/aaaabatz.tel
Line Count: 70
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-5961 OF 12 JULY 73
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 25 OCT 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25-Oct-2001 by reddocgw>; APPROVED <12 FEB 2002 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED FY 1975 EVENT SCHEDULE
TAGS: BEXP, SA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005